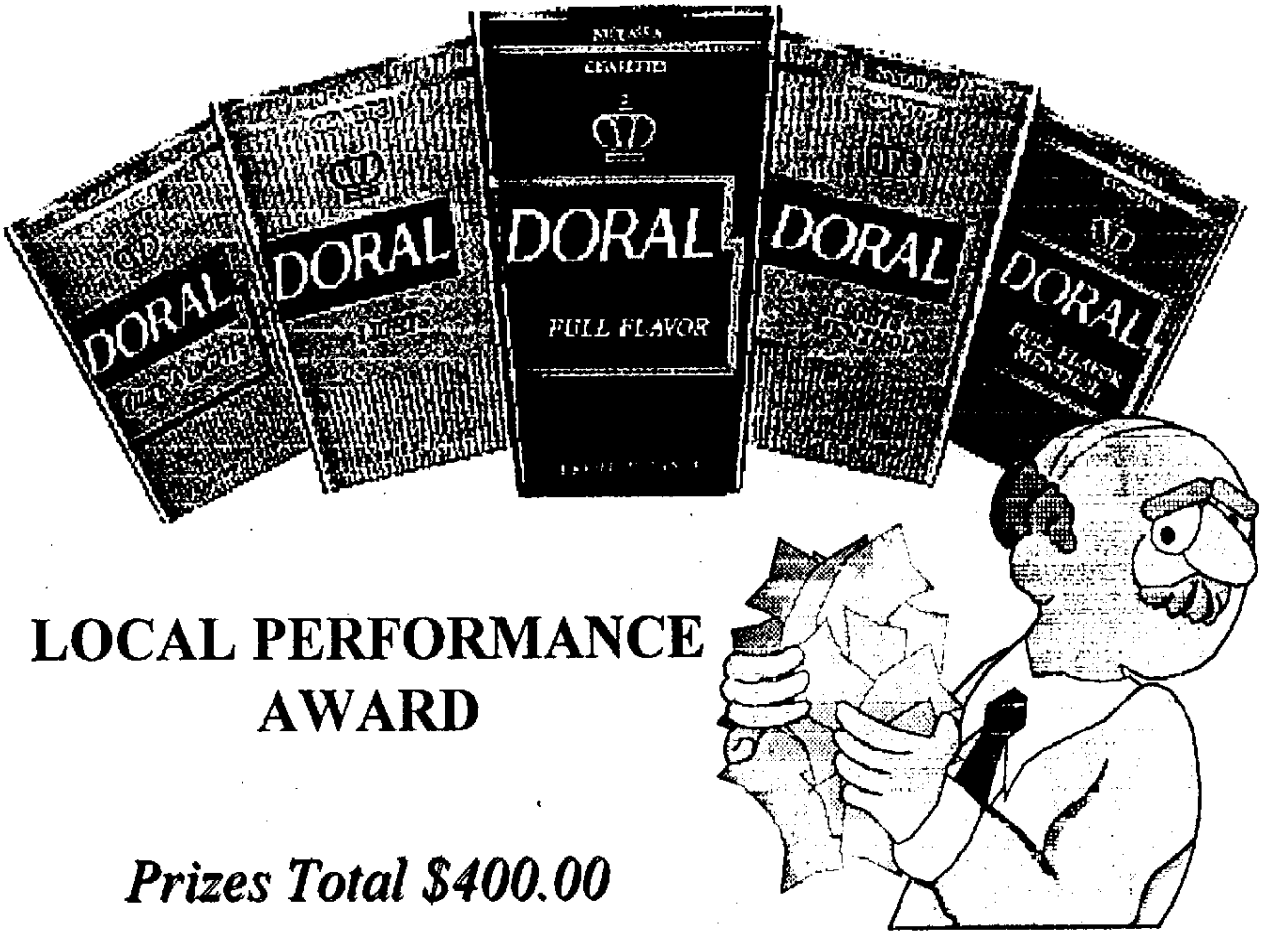
# DORAL PAYS CASH!




## LOCAL PERFORMANCE AWARD

*Prizes Total $400.00*

- Build awareness of Doral with value-oriented adult smokers
- Continue introduction on Doral Box Styles
- Timely completion of Doral work plan changeover
- Aggressive pricing to maintain Share Growth

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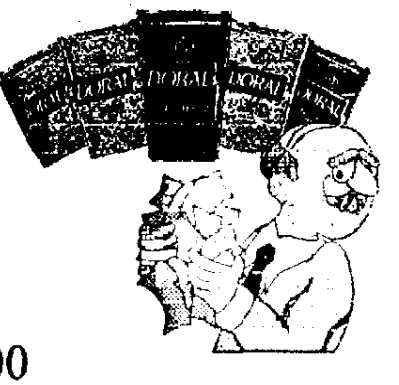
Source: https://www.industrydocuments.ucsf.edu/docs/jkbn0000




- Timing: 3/31/97 - 6/27/97

| | | |
|---|---|---|
| 1st Place | = | $ 250.00 |
| 2nd Place | = | $ 100.00 |
| 3rd Place | = | $ 50.00 |

- Point system

| | | |
|---|---|---|
| Paper | = | 1 point |
| Decals | = | 3 points |
| Other | = | 5 points (3 piece paper bonus) |
| Div. PDI | = | 10 points (Banners- wall window) |

Doral Pk Display = 25 points

- Convert All Doral Work Plan P.O.S.

Doral advertising will be the only POS reported

Do not report display paper or starbursts.

Ensure all POS is changed to the new work plan POS

Clearly communicate Doral's value via starburst/pricers

- 3 piece advertising location bonus (need all 3 pieces)

Checking area (cash register, counter, behind cashier)

Door (entry and exit)

Store front / Curb side

- 4 Carton Displays (K.S. & 100's Box styles)

Report as Doral Pk Disp

$ 20 / $ 30 Price reduction - Aggressive!

Regardless of Savings Strategy - up to $.30

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